



# Retailers

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## News Just For

### SALES NUMBERS UP FOR 25<sup>TH</sup> ANNIVERSARY MARKET

Kentucky Crafted: The Market 2007 celebrated its 25<sup>th</sup> anniversary March 1 - 4, at the Kentucky Fair and Exposition Center, South Wing B, Louisville, Kentucky and featured 283 exhibitors of craft, 2-D art, food, books and recorded music.

Based on post market surveys, exhibitors reported that overall wholesale and retail sales were up an estimated 20% over 2006; the best since 2001, despite a slight reduction in attendance. One contributing factor for higher wholesale figures was an increased number of retailers from around the United States that were flown to the Market through the "Fly the Buyer" program. This program began as a way to attract high quality retailers that might not be familiar with the variety and quality of handmade art and craft in the commonwealth.

One of this year's "Fly the Buyer" participants, Lynn Alexander, Nash Gallery, Hilton Head, South Carolina said, "This was the first time I had ever attended Kentucky Crafted: The Market and found it well organized and highly represented. I found 5 new artists for our gallery."

Combined attendance totaled 8,894 compared to 9,446 in 2006 representing a 6% decrease in public and trade attendance. Wholesale trade attendance numbered 333 shops compared to 388 in 2006 representing a 6% decrease in retailers. Out-of-state retailers represented 77 shops from various parts of the U.S. Exhibitors reported overall better buying trends from both retail and wholesale buyers.

New dates for next year's Kentucky Crafted: The Market are March 6-9, 2008. The event will return to the Kentucky Exposition Center, South Wing B, Louisville, Kentucky.

## CRAFT MARKETING DIRECTOR RETIREES AFTER OVER 28 YEARS OF SERVICE

With mixed emotions, Fran Redmon, Program Director of Kentucky Craft Marketing since 1982, announced her retirement from state government on May 15:

*"It is with a mixture of sadness and excitement that I announce my retirement from Kentucky state government effective June 1, 2007. My last official day will be May 31.*

*The Commonwealth of Kentucky has given me a rich and rewarding career and I've been honored to have had the chance to serve the craftspeople and the arts in Kentucky. I take great pride in my role in developing and growing the Kentucky Craft Marketing Program that has become so widely respected and I'm extremely thankful for the countless professional development opportunities and enriching experiences it has provided me."*

Fran was recognized with the CODA Special Recognition Award at the annual CODA (Craft Organization Development Association) conference held this year in Calgary, Alberta, Canada, June 14 - 17. Congratulations to Fran for 28 years of dedication, hard work, and unending support of the craft industry and craftspeople of Kentucky. We will miss you.

### A FEW NUMBERS & STATISTICS FROM THE 2007 MARKET

Thanks to each of you that took the time to return your Market surveys and for sharing your thoughts on the 2007 Market. Here's what you told us:

56% of buyers responding rated the quality of exhibitors at the Market as excellent.

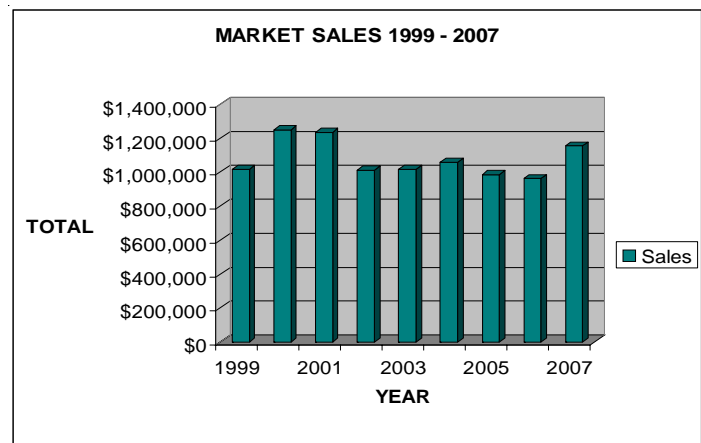
63% of buyers responding said their primary resource for sourcing handcrafts is through attending local shows.

78% of buyers responding expect to scale back their business in the coming months.

The average wholesale price range of products purchased by buyers responding to the survey is \$10 - \$45. The mean is \$27.50.

Even though 47% of those responding registered to attend the Market on-line, the same percentage said they preferred to receive registration materials through the U.S. mail.

89% of buyers responding to the survey say they plan on returning to the 2008 Market!



# Meet the Craft Business: David Appalachian Crafts



It was a common story in Appalachia in the early 1970's – diminishing coal markets close down coal mines and tipples, shutting off the primary source of income for entire communities. The not so common story of David Appalachian Crafts in David, Kentucky is one of creative vision and resourcefulness that bears being told. Founded in 1972, as a way to help area residents find a new source of income in an area of limited opportunities, David Appalachian Crafts is a non-profit cooperative retail outlet for a variety of crafts produced in seven counties of eastern Kentucky. It was begun by Mary Pineau, a volunteer from Michigan with the St. Vincent Mission, the umbrella organization of David Appalachian Crafts. Ms. Pineau started with sewing classes in Drift, a small community twenty miles from David, and quickly came to discover the wealth of talented craftspeople in the area. The program quickly grew to include many talented quilters, woodworkers, basket makers, and gourd painters. Training was then and is still conducted by the David staff in a former mine company building. They now work with around 90 artisans from the area.

The current director of David Appalachian Crafts, Sister Ruth Ann Iwanski, joined the staff in 1996. She explains the cooperative's philosophy as one of not being solely focused on making money, but rather to help people in the community supplement their income and to be proud of their work. While making money is an important aspect for some of the craftspeople, the program was also designed to bring people out of their isolated homes and to meet other talented artisans. New skills are taught to younger people while long-time craftspeople are taught to improve their skills in order to compete in today's market. A major portion of Sister Ruth Ann's position at David Appalachian Crafts is to take their handmade products to sell at craft shows in individuals' homes, wholesale markets like Kentucky Crafted: The Market, and churches across the region. The cooperative has officially entered the 21<sup>st</sup> century by featuring their products for on-line sales at their very own website store, [www.davidappalachiancrafts.com](http://www.davidappalachiancrafts.com).

# The 2007 Jury Results Are In For New Kentucky Crafted Artisans

The Kentucky Arts Council recently accepted 16 new entries during its annual Kentucky Crafted jury session. An additional 10 craftspeople are expected to be included in the Kentucky Crafted Program, after successful completion of the mentoring process.

The 2007 session was conducted by a panel of in-state and out-of-state craft professionals. Jurors scored entries based on the areas of design, technique, originality or authenticity and marketability. An applicant whose score fell within a few points of the qualifying score will be paired with a juried participant mentor who assists the applicant in understanding how to bring their work to the standards required for adjudication into the Kentucky Crafted Program. After successfully completing the mentoring process, these applicants will be accepted into the program and granted all the benefits of a Kentucky Crafted juried participant without having to wait an additional year to re-jury.

Juried participants enjoy opportunities to participate in wholesale and retail venues such as the New York International Gift Fair, Kentucky Crafted: The Market, the Governor's Derby Breakfast Celebration, and other statewide initiatives. Participants also may use the "Kentucky Crafted" trademark and receive technical assistance for their business and craft.

Here's a listing of the newly juried participants. Some had more than one entry in the 2007 Kentucky Crafted jury. A more complete listing of their contact information can be found at : [www.kycraft.ky.gov](http://www.kycraft.ky.gov).

**Dennis Baird**  
Pine Knot, KY  
Wooden Kitchen Utensils

**Gary Cooper**  
Kettle, KY  
Wooden Boxes

**Lloyd Hughes**  
Lexington, KY  
Metal Housewares &  
Decorative Accessories

**Josephine Lamb**  
Lexington, KY  
Mixed Media Jewelry

**Frank Lange**  
Crestwood, KY  
Wooden Athletic Equipment

**Steve McMillen**  
Nicholasville, KY  
Carved Wooden Figures &  
Wooden Pocket Knives

**Mark Needham**  
Louisville, KY  
Contemporary Metal Jewelry  
With Semiprecious Stones

**Mary Nehring**  
Versailles, KY  
Felted Wool Accessories

**Albert Nelson**  
Louisville, KY  
Stone Sculpture

**Jennifer Petry**  
Louisville, KY  
Fused Glass Accessories

**Jennifer Shackleton**  
Louisville, KY  
Natural/Organic Soaps

**William Stewart**  
Maysville, KY  
Mixed Media Powder Horns

**Michael Tiller**  
Louisville, KY  
Ceramic Housewares

**James Williams**  
Elizabethtown, KY  
Wooden Adirondach  
Furniture





## Kentucky Craft Marketing to Participate in August New York International Gift Fair

For the 22nd year in a row, Kentucky craft businesses will once again be featured in the Handmade Section of the largest U.S. trade show for the giftware industry, the New York International Gift Fair (NYIGF) this coming August 11 - 15th. The Kentucky Crafted booth is number 5304/5403 in the Jacob K. Javits Center.

Three jewelry designers will be featured in the Kentucky booth this summer: Abby Glen Designs, contemporary beaded jewelry, out of Louisville; Beaded Bliss, from Lexington with dichroic glass and woven beaded designs; and Leeds Fine Jewellery from Richmond, which features acid etched designs and contemporary settings for Kentucky agates. Vallorie Henderson, Coordinator of Buyers Services for Kentucky Craft Marketing, points out that three jewelers from Kentucky participating in the New York show demonstrates a strong market trend for the summer. "We're seeing very strong sales in jewelry across the board at this time, everything from specially designed whimsical pieces for children to very high-end collector pieces made from cutting - edge found materials.

Rounding out the group will be veteran exhibitor Gail Cohen, from Lexington. Her brightly colored batik designs created exclusively for table-top linens will premier just in time for the August show.

The Kentucky Craft Marketing Program has been a prominent exhibitor at the NYIGF since 1985. Please stop by our booth to enjoy the work of these very talented exhibitors and a piece of delicious bourbon candy.

Acid-etched jewelry by first-time exhibitor John Leeds will be featured in Kentucky Craft Marketing's booth #5304/540 in the Handmade Section of the August NYIGF



## Suggested Reading for Retailers

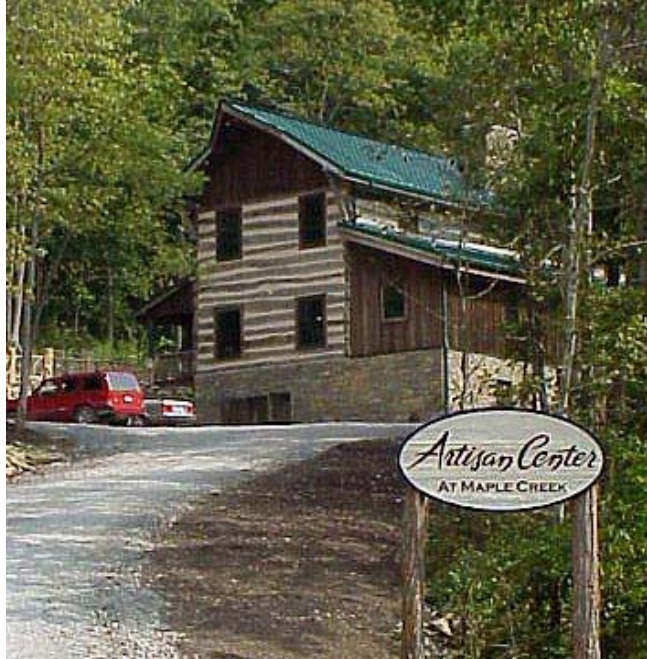
A recent book review by Zino Vogiatzis in the January Crafts Report took a close look at a book aimed towards understanding why consumers buy what they buy. Don't we all want to know that? ***Why We Buy: The Science of Shopping***, by Paco Underhill, was published in 1999 by Simon & Schuster, New York, but the message it has for retailers is still very pertinent in 2007.

Vogiatzis describes Underhill as an urban geographer and retail anthropologist. He is the founder of Envirosell, a consulting and research firm in New York City that observes and analyzes the behavior of shoppers in retailing environments and their interactions with them.

According to Underhill, what shoppers see and interact with in any retailing environment has become critical for retailers. For example, most American shoppers are right-handed and are used to driving on the right side of the road. When they enter a store, they tend to follow a right-hand kind of traffic pattern. It follows that to be noticed, the most important merchandise should be on the right-hand side after the entrance to the store. It also follows that on a shelf when the best selling merchandise is dead center, the new merchandise has to be placed to its right to get attention.

Check out all of Underhill's observations and conclusions in this fascinating book at your local bookstore. It's a must read for anyone involved in retailing.

# MEET THE RETAILER:



## **The Artisan Center at Maple Creek** **Gwen and Steve Herndon**

The website for this beautiful destination situated 20 miles east of Cincinnati in Moscow, Ohio, lists two reasons Steve and Gwen Herndon purchased a historic Indiana log barn and moved it to Ohio to create a 5000 square foot gallery to house The Artisan Center at Maple Creek. They wanted to provide local traditional artists with a permanent location to display, promote, and demonstrate their crafts and they wanted to provide clients with a beautiful, unique location where they can find traditional handcrafts for their homes, families, and friends.

Their success in achieving these objectives is told in their receiving the Top Out-of-State Retail Award at the 2007 Market, but it is also told by the 8 – 10 thousand visitors to the artisan center in the almost two years since opening their doors in September of 2005. Workshops and classes are offered in the lower level of the structure, with Steve sometimes being the instructor in either pottery or woodworking. The center represents over 100 regional artisans.

The Herndon's specialize in custom orders and they encourage visitors to ask if they do not see what they're looking for. Perhaps a phrase on their website explains their success more than anything else, "The Artisan Center at Maple Creek is much more than a store. It is a handcrafted experience." Visit the Center via a scenic drive along the Ohio River on U.S. 52 on Monday - Saturday from 10:00 am to 6:00 pm and on Sunday from noon to 6:00 pm. If you can't travel there in person, visit [www.maplecreekart.com](http://www.maplecreekart.com) to be enticed by their extensive workshops and classes schedule.